



Case Study

Cell Broadcast in the Netherlands An Overview

**Press Release,
August 5 2004**

A consortium consisting of LogicaCMG, Backstream and the foundation Platform Mobile Messaging has been commissioned by the Dutch Ministry of Economic Affairs to build the world's first government sponsored mobile alert system based on cell broadcast (CB) technology.

What is Cell Broadcast?

Cell broadcast, makes it possible to provide text-like instructions for citizens in a specific location, for example providing instructions to people to stay inside and close their windows because there is a gas leak.

What is Cell Broadcast in the Netherlands?

The Dutch mobile operators stated that they are willing to implement CB in their networks. This is necessary in order for everyone in the Netherlands to be able to receive a CB message, independent of their chosen mobile operator.

Unlike SMS (text messaging), with CB the sender does not need to know the mobile phone number of the recipient. A CB message is more like a radio message that is broadcasted in specific cells and anyone in the area, within the coverage of the cells, with a mobile phone will receive it. Since CB is not limited by network congestion its distribution goes much quicker than sending an SMS message to a larger group. Within three minutes the message can reach the recipient, regardless of the size of the area.

The Dutch Minister of Economic Affairs (US equivalent: Secretary for Commerce) Mr. Brinkhorst stated: "Cell Broadcast is a likely candidate that supports a better utilization of the existing ICT Networks and the vital growth of the use of digital communication within the government."

The Dutch Ministry of Economic Affairs, the Ministries of Transport and Public Works, Internal Affairs and National Health will all work together and will invest EUR 2.5 million to have access to 40 per cent of the CB-system over the next two years. Private sector

companies can use the remaining 60 per cent for commercial activities.

The role of the government

The Dutch government wants to use a CB infrastructure as an additional means to communicate with its citizens. However, a commercial party shall take the initiative to implement and operate the infrastructure and the associated services.

The Dutch government wants to use Cell Broadcast for:

- Alerting citizens of emergency situations,
- Crowd control and "missing child" alerts
- General announcements
- Target group services

The role of the foundation

Essential in this structure is that most, if not all operators join this initiative. This way, giving access to all mobile subscribers in the country.

The fund of 2.5 million Euros the government has awarded to the foundation is partly used to purchase Cell Broadcast Systems from LogicaCMG that are made available to operators at no cost to the operator, partly to purchase the Gateway from Backstream, and partly to pay the operators 0.2 FTE for support of the Cell Broadcast System.

The foundation's domain is shown in the picture. The Gateway provides web access to a Content Management system where messages are submitted by the content owners, and distributed towards the Cell Broadcast Centres.

The role of the foundation is twofold: Operating the Gateway, and selling the

remaining 60% of the capacity to content providers. During the trial period of two years this commercially sold capacity must guarantee that the service can continue after the trial period has ended. Examples of commercial services would be:

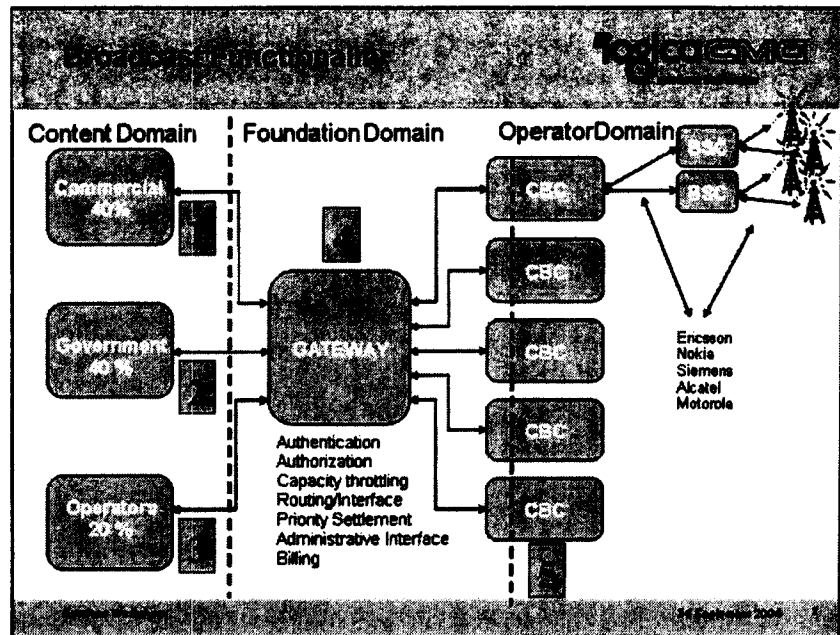
- Closed user groups, for corporate purposes
- Tourist info, traffic info, weather info
- Advertisements
- Mobile games

The foundation will actively promote the use of the CB services and help to educate the public on how to receive CB messages on their mobiles. Day-to-day operations of the foundation therefore include the services of a help-desk to answer questions from Dutch citizens regarding the Cell Broadcast service. The subscribers of the operators can be forwarded to the foundation's help desk.

Messages from the Dutch government always take priority over any other messages. The Gateway settles these priorities.

The role of the operator

The operator has access to a Cell Broadcast System at no charge. However, costs are involved in operating and maintaining the system. These costs can be recovered in two ways: Operators share in the revenue of the commercially sold capacity and 20% of the capacity can be employed by the operators for their own services. This gives operators the possibility to experiment with Cell Broadcast services at a very low cost. Possible services are promotion of SMS content and premium services that are provided by the operator. Teasers can be broadcast to promote the use of these services.



What happens after the trial?

The trial lasts two years. When this period ends, the Dutch government and the operators will evaluate the service and decide if it has proven to be successful. If the decision is positive, the foundation will continue to run the operation on a fully commercial basis.

What makes this so unique?

The Cell Broadcast service in the Netherlands is unique in the sense that all operators are involved, and content providers can reach all mobile phone users.

Secondly, the operators get access to a Cell Broadcast system at virtually no cost. Quite

often it is difficult for a single operator to create a profitable business case on CB, if the operator alone must define a service and educate its subscribers about the availability of the service and the configuration of the phones.

Last but not least, the Dutch government has enabled the creation of a nation-wide Cell Broadcast infrastructure. A chain has been formed that can only exist with the contribution and vision of all participants. The government has stimulated the development of services. **Services that can make the difference and can save peoples lives.**

**To discuss the application
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About LogicaCMG

LogicaCMG is a global solutions company.

LogicaCMG is a major international force in IT services and wireless telecoms. It provides management and IT consultancy, systems integration and outsourcing services to clients across diverse markets including telecoms, financial services, energy and utilities, industry, distribution and transport and the public sector. Formed in December 2002, through the merger of Logica and CMG, the company employs around 20,000 staff in offices across 34 countries and has nearly 40 years of experience in IT services. Headquartered in Europe, LogicaCMG is listed on both the London and Amsterdam stock exchanges (LSE: LOG; Euronext: LOG). More information is available from www.logicacmg.com

LogicaCMG is the global leader in telecom messaging and payments, delivering two out of every three text messages and supplying next generation messaging and billing solutions to 250 of the world's top operators in over 70 countries. These solutions serve more than 500 million active mobile phone subscribers. LogicaCMG also delivers one out of every four multimedia messaging systems, with commercially deployed MMS solutions serving over 85 million subscribers around the world.